Gaia Castellani



Who I am

Paia Castellani

I have been working in wine industry since 1995, building my experience through a **long journey** and many job opportunities, with different stakeholders and in various contexts, which now it reflects into **Wine Communication and Wine Education projects**.

The **soft skills** acquired through direct experiences have been complemented by **technical ones** (Wine Taster AP, WSET Level 3 certification, Sommelier qualification, Sensory Judge).

In 2009 I founded Incontri diVini, a small no-profit association that concerned with wine culture and wine education.





:: Write, coordinate and supervise the technical, commercial, and marketing editorial contents

:: Create offline and online communication campaigns to **promote** the company's image and brand, selecting the most effective communication channels to disseminate the company's key messages (**media planning**)

:: Write **contents, texts, and communications**, drafting and distributing press releases and other media materials (videos, interviews, photos, etc.)

:: Identify opportunities to **strengthen** the company's brand positioning

:: Develop the communication plan to promote the company's identity and image according to business objectives

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:: **Evaluate** wines through organoleptic analysis, providing professional judgments that are officially recognized. Completing detailed tasting sheets to document and evaluate the characteristics of a wine. Assigning scores and classifying wines according to recognized standards.

:: Writing **articles and reviews** for specialized magazines, blogs, and other wine industry media.

:: Providing consulting services to restaurants, wine shops, and wineries on wine selection, **food and wine pairing**, and wine list management.

:: Serving as a judge in **national and international wine competitions** to evaluate wines.





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:: Organize events and press conferences

:: Manage **public relations** and build relationships with journalists, press agencies/offices and other industry professionals

:: Manage internal communication

:: Manage **external corporate relations**, particularly with different stakeholders (institutions, associations, wine critics, international publications, and guides of the wine sector)

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organising

:: **Press** Day & PressTour

:: Event (private, corporate, leisure)

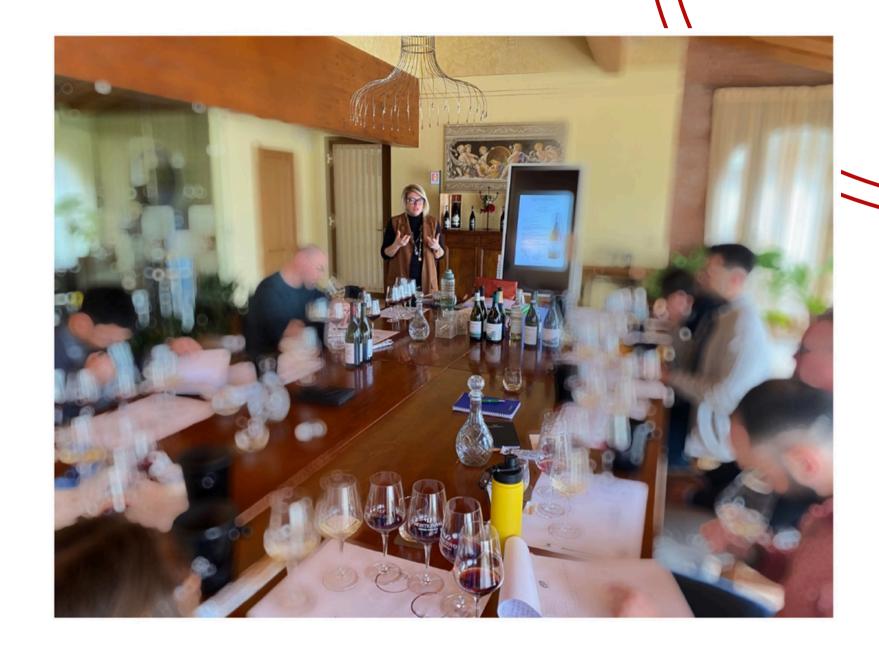
:: **Tasting** (private, corporate, leisure)

:: Meeeting, work tables

:: MasterClass

:: Tasting educational courses

:: Seminars and experiential workshops



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Education and Training...

school and corporate

:: Professional training

(Fondazione Salesiani Italia Nord Est, Fondazione ITS Turismo Veneto and Enaip Veneto, IRECOOP Veneto, Istituto Tecnico Agrario Stefani Bentegodi).

Training areas: communication & marketing in the agrifood sector, territory promotion, tasting elements (wine and food)

:: Organization and management of internal corporate training for commercial network (Italy and Export managers), hospitality staff, and engagement.

:: Collaborations with cultural associations (Università del Tempo Libero di Negrar di Valpolicella, CTG Italia, Munskänkarna Sweden).



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Incontri diVini is a journey, an idea, many experiences. Since 2009.

:: Wine lover

:: Wine professional

:: Wine educator

:: Wine Taster AP

:: WSET L3

www.incontridivini.it

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My hashtag are #chisiformanonsiferma #senzasensinonhasenso #incontridivini #nosensewithoutsenses #neverstoplearning